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ABSTRACT

In 1992, a survey was conducted of the employers of 49 1989-90 graduates of Piedmont Virginia Community College (PVCC) who had previously given permission for their employers to be contacted. Of the employers surveyed, 33 completed and returned valid surveys, for a response rate of 67.3%. Results of the survey included the following: (1) approximately 90% of the employers rated PVCC graduates as good or excellent in the categories of cooperation with fellow workers, cooperation with supervisors, technical job skills, and quality of work, and over 80% rated the graduates as good or excellent in the two remaining categories of quantity of work and attitude toward work; (2) of the graduates whose employers returned valid surveys, 38.7% had indicated previously that they intended to pursue their current jobs as long-range careers; (3) 22.6% of the graduates whose employers returned surveys had indicated they were very satisfied with their jobs, while 67.7% were satisfied and 9.7% were not very satisfied; (4) for the most part, neither a positive nor a negative correlation between job satisfaction and employer evaluations was evident; (5) employers tended to feel that PVCC graduates had better general skills than most employees; and (6) the majority of the employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Appendixes provide employer evaluations and comments, job titles of graduates whose employers completed surveys, participating employers, an authorization form, and the survey instrument. (JMC)

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1989-90

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Research Report No. 2-92

February 1992

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1989-90

INTRODUCTION

This is the sixth in a series of annual studies on employer satisfaction with Piedmont Virginia Community College (PVCC) graduates.[1] For many students, the primary purpose of a college education is to obtain a particular job and attain success in that job. Many academic programs are also designed with jobs in mind, a major purpose being to secure jobs for students in technical fields or to upgrade occupational skills of students. Graduate follow-up surveys, skills tests, and a number of other instruments are available as measurement tools, but ultimately it is an employer's satisfaction or dissatisfaction that determines occupational success for both the graduate and the academic program. At a time when state legislatures, accrediting agencies, and state coordinating boards are demanding student outcomes assessment, employer evaluations are extremely important for all institutions of higher education.

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[1]See Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1984-1985* (PVCC Research Report No. 5-87, June 1987), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1985-1986* (PVCC Research Report No. 6-88, July 1988), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1986-1987* (PVCC Research Report No. 5-89, July 1989), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1987-1988* (PVCC Research Report No. 4-90, June 1990), and Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1988-89* (PVCC Research Report No. 5-91, August 1991). Prior to 1987, PVCC had conducted two employer surveys, one in 1976, and one in 1980. Results of the 1980 survey, conducted by Robert A. Ross, were published in *Employer Follow-Up on the Occupational/ Technical Graduates of the Class of 1978-1979* (PVCC Research Report No. 3-80, October 1980). After 1980, employer surveys were not conducted because college officials feared such surveys might violate the privacy rights of graduates.

METHODOLOGY

To protect the privacy of PVCC graduates, the college surveys only employers of graduates who have given permission on a graduate follow-up survey to conduct an employer survey. Although this limits the number of employers who can be contacted, as well as raising the possibility of a self-selection bias, it is felt that the privacy rights of PVCC graduates have to be insured.

On the graduate follow-up survey for the class of 1989-90, 49 graduates, or 45.4% of all respondents, answered yes to the question "may we contact your employer to conduct an employer follow-up survey," and returned a signed form authorizing their supervisors to complete employer surveys for PVCC.[2] In early December 1991, survey forms were sent to the employers of these graduates. In January 1992, all employers who had not returned completed surveys were contacted and given the opportunity to complete the survey.

Thirty-three of the 49 employers completed and returned valid surveys for a response rate of 67.3%. Of the remaining 16 employers, 4 indicated that the graduate's immediate supervisor was no longer employed, one indicated that the graduate was no longer employed, and one indicated that he was uncomfortable with the form.

The response rate of 67.3% was lower than the response rates from the previous two surveys (75.8% for 1988-89 graduates and 90.3% for 1987-88 gradu-

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[2]See Ronald B. Head, *Follow-up Survey of PVCC Graduates of the Class of 1989-90* (PVCC Research Report No. 6-91, October 1991).

ates), but higher than the rates from the two surveys pervious to that (52.9% for 1985-86 graduates and 58.1% for 1986-87 graduates).

Results of the employer survey by PVCC instructional program and degree are included in this study as Appendix A, and employer comments are included as Appendix B. A list of the job titles of PVCC graduates whose employers completed surveys is included as Appendix C, and a list of all participating employers is included as Appendix D. The release form is included as Appendix E, and the survey instrument is included as Appendix F.

EMPLOYER EVALUATION OF JOB PERFORMANCE

The evaluation of 1989-90 PVCC graduates by their employers with respect to job skills, performance, and attitude is presented in Table 1.

TABLE 1: Work Evaluation of 1989-90 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Technical Job Skills	9	28.1%	20	62.5%	3	9.4%	0	0.0%
Quality of Work	15	45.5%	15	45.5%	3	9.1%	0	0.0%
Quantity of Work	12	36.4%	16	48.5%	5	15.2%	0	0.0%
Attitude Toward Work	14	42.4%	13	39.4%	6	18.2%	0	0.0%
Cooperation with Fellow Workers	16	48.5%	13	39.4%	3	9.1%	1	3.0%
Cooperation with Supervisors	16	48.5%	14	42.4%	2	6.1%	1	3.0%

As can be seen, between 80% and 90% of all employers rated PVCC graduates as

either "EXCELLENT (one of the best ever)" or "GOOD (better than most)." Approximately 90% of the employers rated PVCC graduates as excellent in four categories: cooperation with fellow workers, cooperation with supervisors, technical job skills, and quality of work. Over 80% of the employers rated the graduates as good in the two remaining categories (quantity of work and attitude toward work). In only two categories (cooperation with fellow workers and cooperation with supervisors) did any of the employers rate PVCC graduates as "POOR (worse than most)."

The ratings given to 1989-90 PVCC graduates were slightly higher than those given by employers to 1984-85, 1985-86, 1986-87, and 1987-88 graduates. The percentage of employers ranking graduates as excellent was generally higher, and the percentage ranking graduates as poor much lower. As noted in the methodology section of this study, employer evaluations of 1989-90 PVCC graduates by both curricular program and degree, as well as by technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors are presented in Tables 5 through 10 of Appendix A. Care should be taken in interpreting the figures in these tables due to the small number of respondents in certain programs.

Of the graduates whose employers returned valid surveys, 12 (38.7%) had indicated on the graduate follow-up survey that they intended to pursue their current jobs as long-range careers. Eleven (35.5%) had indicated they did not intend to pursue their jobs as long-range careers, and 8 (25.8%) were undecided. These graduates were for the most part less certain of their chosen careers than other graduate survey respondents. Nearly one-half of all respondents (46.3%) intended to

pursue their jobs as long-range careers, while less than one-third did not (31.7%). One-fifth were undecided (22%).

Also, on the graduate follow-up survey, 22.6% (7) of the graduates whose employers returned surveys had indicated they were very satisfied with their jobs, 67.7% (21) were satisfied, 9.7% (3) were not very satisfied, and none were unsatisfied. Percentage figures for all respondents to the graduate follow-up survey were quite similar. Slightly less than one-third of all respondents were very satisfied (29.6%), nearly two-thirds were satisfied (63%), and the remainder were not very satisfied (7.4%). No respondents were dissatisfied.

As noted earlier, surveying employers only with the permission of the PVCC graduates may have biased the survey results. One might assume that satisfied, productive workers are more likely than unsatisfied, unproductive workers to allow their employers to be contacted. However, as has just been shown, the PVCC graduates who granted permission to PVCC to contact their employers were about as satisfied with their jobs as those who did not. In this respect, it is questionable whether the results of the survey were biased by the selection procedure.

To investigate this further, correlation coefficients were calculated between each of the categories in Table 1 and the job satisfaction of the PVCC graduates. The results are presented in Table 2.

For the most part, neither a positive nor a negative correlation between job satisfaction and employer evaluations was evident. In other words, high job satisfaction by a PVCC graduate did not necessarily mean a high rating by the employer in

any category. The highest correlation was between job satisfaction and quantity of work (0.23116), and the lowest was between job satisfaction and attitude toward work (-0.15671). Correlation coefficients for three categories were positive (quantity of work, quality of work, and cooperation with supervisors), and correlation coefficients for three were negative (attitude toward work, technical job skills, and cooperation with fellow workers).

TABLE 2: Correlation Between Job Satisfaction and Employer Evaluation of 1989-90 PVCC Graduates

CATEGORY	CORRELATION COEFFICIENT
Technical Job Skills	-0.10103
Quality of Work	0.09578
Quantity of Work	0.23116
Attitude Toward Work	-0.15671
Cooperation with Fellow Workers	-0.04050
Cooperation with Supervisors	0.02120

NOTE: The correlation coefficient in this table was calculated using the Pearson Product-Moment Correlation Coefficient. Measures of correlation are typically defined as having values ranging from -1 to +1. A value of -1 indicates a perfect negative relation, while a value of +1 indicates a perfect positive relation.

EMPLOYER EVALUATION OF GENERAL SKILLS

Table 3 presents the evaluation of general skills given by employers to 1989-90 PVCC graduates. Employers evaluated general skills in math, writing, speaking, research, and logic.

TABLE 3: General Skills Evaluation of 1989-90 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math Skills	12	38.7%	9	29.0%	10	32.3%	0	0.0%
Writing Skills	9	30.0%	14	46.7%	7	23.3%	0	0.0%
Speaking Skills	7	23.3%	17	56.7%	6	20.0%	0	0.0%
Research Skills	7	26.9%	14	53.8%	5	19.2%	0	0.0%
Logic Skills	10	32.3%	13	41.9%	8	25.8%	0	0.0%

For the most part, employers felt that PVCC graduates had better general skills than most employees. Most employers rated the PVCC graduates as "EXCELLENT (one of the best ever)" or "GOOD (better than most)" in all categories. In one category, research skills, over 80% of all employers rated the PVCC graduates as either excellent or good. In only one category, math skills, did less than 70% of the employers rate the graduates as excellent or good. Despite this, math was the category receiving the most excellent ratings by employers. In no categories were PVCC graduates rated as POOR (worse than most).

In all general skills categories, a larger percentage of 1989-90 graduate employers rated their employees as excellent or good than did 1988-89 graduate employers.

Employer evaluations of 1989-90 PVCC graduates by both curricular program and degree, as well as by skills in math, writing, speaking, research, and logic are presented in Tables 11 through 15 of Appendix A. Again, as noted earlier, care should be exercised in interpreting figures from any table in Appendix A. In many cases, the numbers of respondents are too few for meaningful conclusions to be drawn.

EMPLOYER EVALUATION OF TRAINING AND EDUCATION AT PVCC

Employers were asked to rate PVCC according to two categories: (1) occupational education/training; and (2) general education. The results of this evaluation are shown in Table 4.

TABLE 4: Evaluation of PVCC by Employers of 1989-90 PVCC Graduates

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational Education and Training	3	12.0%	18	72.0%	4	16.0%	0	0.0%
General Education	3	12.0%	17	68.0%	5	20.0%	0	0.0%

The majority of the employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Occupational education and training at PVCC was rated as "EXCELLENT (one of the best ever)" or "GOOD (better than most)" by 84% of the employers, and general education was rated as either excellent or good by 80%. No employers rated either occupational education and training or general education as "POOR (worse than most), and less than

20% or less rated them as "AVERAGE (about the same as most)." These ratings, especially those relating to general education, were slightly higher than those given by employers of 1988-89 graduates.

CONCLUSIONS

For the most part, employers were satisfied with the 1989-90 PVCC graduates they had hired. With respect to job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors, between 80% and 90% of all employers rated the graduates as either excellent or good. Approximately 70% to 80% of all employers also rated the general skills (math, writing, speaking, research and logic) of the graduates as excellent or good.

Employers seemed extremely satisfied with the education and training provided by PVCC. Eighty percent of all employers rated the college as either excellent or good in general education, and 84% rated it as either excellent or good in occupational education and training. No employers rated PVCC as poor.

APPENDIX A:

EMPLOYER EVALUATIONS BY CURRICULAR PROGRAM AND DEGREE RECEIVED

TABLE 5: Employer Evaluation of Technical Job Skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	1	50.0%	1	50.0%	0	0.0%	0	0.0%
A.A. Degree	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Business Administration	1	20.0%	4	80.0%	0	0.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	12.5%	7	87.5%	0	0.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	1	100.0%	0	0.0%	0	0.0%	0	0.0%
General Management	1	20.0%	3	60.0%	1	20.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	3	33.3%	5	55.6%	1	11.1%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	7	33.3%	11	52.4%	3	14.3%	0	0.0%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	9	28.1%	20	62.5%	3	9.4%	0	0.0%

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TABLE 6: Employer Evaluation of Quality of Work of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	2	40.0%	2	40.0%	1	20.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	2	25.0%	5	62.5%	1	12.5%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Electronics	1	100.0%	0	0.0%	0	0.0%	0	0.0%
General Management	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	4	44.4%	4	44.4%	1	11.1%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	10	47.6%	9	42.9%	2	9.5%	0	0.0%
CAREER STUDIES Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	15	45.5%	15	45.5%	3	9.1%	0	0.0%

TABLE 7: Employer Evaluation of Quantity of Work 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	1	33.3%	1	33.3%	1	33.3%	0	0.0%
A.A. Degree	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Business Administration	3	60.0%	1	20.0%	1	20.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	37.5%	4	50.0%	1	12.5%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	1	100.0%	0	0.0%	0	0.0%	0	0.0%
General Management	1	20.0%	4	80.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	3	33.3%	4	44.4%	2	22.2%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	7	33.3%	11	52.4%	3	14.3%	0	0.0%
CAREER STUDIES								
Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	12	36.4%	16	48.5%	5	15.2%	0	0.0%

TABLE 8: Employer Evaluation of Attitude Toward Work of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	3	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A. Degree	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Business Administration	2	40.0%	2	40.0%	1	20.0%	0	0.0%
Education	1	100.0%	0	0.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	37.5%	4	50.0%	1	12.5%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	3	60.0%	2	40.0%	0	0.0%	0	0.0%
Marketing	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	3	33.3%	3	33.3%	3	33.3%	0	0.0%
Respiratory Therapy	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Secretarial Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	7	33.3%	9	42.9%	5	23.8%	0	0.0%
CAREER STUDIES								
Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	14	42.4%	13	39.4%	6	18.2%	0	0.0%

TABLE 9: Employer Evaluation of Cooperation with Fellow Workers of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	3	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A. Degree	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Business Administration	3	60.0%	1	20.0%	1	20.0%	0	0.0%
Education	1	100.0%	0	0.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	4	50.0%	2	25.0%	2	25.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Marketing	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	4	44.4%	4	44.4%	0	0.0%	1	11.1%
Respiratory Therapy	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	9	42.9%	10	47.6%	1	4.8%	1	4.8%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	16	48.5%	13	39.4%	3	9.1%	1	3.0%

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TABLE 10: Employer Evaluation of Cooperation with Supervisors of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	3	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A. Degree	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Business Administration	3	60.0%	2	40.0%	0	0.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	37.5%	5	62.5%	0	0.0%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Marketing	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	4	44.4%	3	33.3%	2	22.2%	0	0.0%
Respiratory Therapy	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	10	47.6%	8	38.1%	2	9.5%	1	4.8%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	16	48.5%	14	42.4%	2	6.1%	1	3.0%

TABLE 11: Employer Evaluation of Math Skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	2	40.0%	2	40.0%	1	20.0%	0	0.0%
Education	--	--	--	--	--	--	--	--
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	--	--	--	--	--	--	--	--
A.S. Degree	2	33.3%	2	33.3%	2	33.3%	0	0.0%
Accounting	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Drafting & Design	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	2	40.0%	1	20.0%	2	40.0%	0	0.0%
Marketing								

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TABLE 12: Employer Evulation of Writing Skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	3	60.0%	1	20.0%	1	20.0%	0	0.0%
Education	--	--	--	--	--	--	--	--
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	--	--	--	--	--	--	--	--
A.S. Degree	3	50.0%	1	16.7%	2	33.3%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
General Management	0	0.0%	4	80.0%	1	20.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	3	37.5%	3	37.5%	2	25.0%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	4	20.0%	11	55.0%	5	25.0%	0	0.0%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	9	30.0%	14	46.7%	7	23.3%	0	0.0%

TABLE 13: Employer Evaluation of Speaking Skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	3	60.0%	2	40.0%	0	0.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	--	--	--	--	--	--	--	--
A.S. Degree	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Accounting	--	--	--	--	--	--	--	--
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
General Management	0	0.0%	5	100.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	2	25.0%	3	37.5%	3	37.5%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	2	10.5%	12	63.2%	5	26.3%	0	0.0%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	7	23.3%	17	56.7%	6	20.0%	0	0.0%

TABLE 14: Employer Evaluation of Research skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	1	25.0%	3	75.0%	0	0.0%	0	0.0%
Education	--	--	--	--	--	--	--	--
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	--	--	--	--	--	--	--	--
A.S. Degree	1	20.0%	3	60.0%	1	20.0%	0	0.0%
Accounting	--	--	--	--	--	--	--	--
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	1	20.0%	3	60.0%	1	20.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	2	28.6%	2	28.6%	3	42.9%	0	0.0%
Respiratory Therapy	--	--	--	--	--	--	--	--
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	4	23.5%	9	52.9%	4	23.5%	0	0.0%
CAREER STUDIES								
Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	0	0.0%	1	100.0%	0	0.0%	0	0.0%
TOTAL	7	26.9%	14	53.8%	5	19.2%	0	0.0%

TABLE 15: Employer Evaluation of Logic Skills of 1989-90 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	0	0.0%	1	33.3%	0	0.0%
A.A. Degree	2	66.7%	0	0.0%	1	33.3%	0	0.0%
Business Administration	1	20.0%	3	60.0%	1	20.0%	0	0.0%
Education	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Studies	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	12.5%	5	62.5%	2	25.0%	0	0.0%
Accounting	--	--	--	--	--	--	--	--
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
General Management	2	40.0%	1	20.0%	2	40.0%	0	0.0%
Marketing	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Nursing	3	37.5%	3	37.5%	2	25.0%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Secretarial Science	1	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	6	31.6%	8	42.1%	5	26.3%	0	0.0%
CAREER STUDIES								
Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Certificate	1	100.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	10	32.3%	13	41.9%	8	25.8%	0	0.0%

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APPENDIX B:

EMPLOYER COMMENTS

Employer Comments

I always enjoy working with Piedmont Nursing graduates and find them to be prepared better than most grads in the areas of clinical performance and knowledge base. Keep up the good work!

I'm sorry to say that I'm not that familiar with PVCC's capabilities in the areas about which you ask. I would like to learn more about your institution, however, and would be happy to offer assistance in any way I could.

I think it's very unfortunate for the local community that PVCC has chosen to close the Respiratory Therapy Program. It's impact on local (and beyond) manpower over the past 2 decades has been substantial.

[This student] had been employed at UVA for many years as an LPN prior to completion of the Piedmont Nursing Program. Her excellent clinical skills have been enhanced and her knowledge base was broadened and brought up to date. Areas needing improvement in interpersonal relationships are unrelated to your program.

[This student] probably exceeded performance typically expected of a new graduate because she worked on my unit during the school year as an "AN" and therefore started out at a different place in time then a "brand" new grad.

I have only answered those questions for which I feel that I have some basis for judgment. PVCC seems to be a good institution, but I have no basis to compare it with other similar colleges.

It is difficult to assess how much [this student's] PVCC course work impacted on her job skills. She had considerable and closely related experience working in the public schools. Her on the job experience certainly contributed to her competent performance in her current position.

[This student] is an solid performer in his job. Innovativeness/creativeness is somewhat limited but his enthusiastic approach overcomes his limited weakness. As for your curriculum, one area you could consider is adding more leadership type training in the areas of Employee Ownership/ Empowerment, Coaching, Motivating, Encouraging, Planning, Organizing Concepts, etc...

APPENDIX C:

JOB TITLES OF PVCC GRADUATES WHOSE EMPLOYERS COMPLETED SURVEYS

JOB TITLES

Administrative Coordinator
Designer/Engineer
District Sales Manager
Electronics Technician
Fiscal Supervisor
Front Desk Worker
Manager of Technical Services
Manufacturing Engineer Trainee
Material Analyst
Nurse (Allergy/Pediatric)
Nurse (Clinician II)
Nurse (Registered)
Nurse (Clinical Nurse III)
Office Services Specialist
Office Manager (Infant Department)
Policy Service Clerk II
Production Manager
Promotion Clerk
Respiratory Therapist Technician
Sales Assistant
Secretary
Secretary (part-time)
Special Activities Assistant
Supervisor (General)
System Maintence Technician
Tool Designer
Visitor Services Worker (Monticello)

APPENDIX D:

PARTICIPATING EMPLOYERS

LIST OF PARTICIPATING EMPLOYER ORGANIZATIONS

16th District Court Service
Barr-ee Station Retailers
Comdial Corporation
Cooper Industries
Department of Pediatrics - Speciality Clinics
Electric Knowledge
Erie Insurance Group
Hartford Boilers & Co.
Holiday Inn
Martha Jefferson Hospital
National Radio Astronomy Observatory (NRAO)
New York Life Insurance
Piedmont Home Products
Riverside Rregional Medical Center
State Farm Insurance
The Atlantic Group
Thomas Jefferson Memorial Foundation, Inc.
University of Virginia Hospital
University of Virginia
University of Virginia Health Sciences Center
University of Virginia Medical Center
Virginia Department of Rehabilitative Services
Woodland Day School
WWWV-3WV FM Radio
YMCA

APPENDIX E:

EMPLOYER CONTACT AUTHORIZATION FORM

PIEDMONT VIRGINIA COMMUNITY COLLEGE
EMPLOYER CONTACT AUTHORIZATION FORM

Date _____

I, the undersigned, grant permission for Piedmont Virginia Community College (PVCC), from which I recently graduated, to contact my employer for the purpose of conducting an employer survey to determine employer satisfaction with the college, its graduates, and its programs of study. I authorize my employer to complete the employer survey form and return it to PVCC.

I understand that the purpose of the employer survey is educational, that survey results will remain confidential, and that only aggregate, not individual, data will be released by PVCC.

_____

(signature)

- - - -

APPENDIX F:

SURVEY INSTRUMENT

In comparison to other employees you hire at the same level and in the same capacity, John X. Doe, Jr. rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Technical job skills	_____	_____	_____	_____	_____
Quality of work	_____	_____	_____	_____	_____
Quantity of work	_____	_____	_____	_____	_____
Attitude toward work	_____	_____	_____	_____	_____
Cooperation with fellow workers	_____	_____	_____	_____	_____
Cooperation with supervisors	_____	_____	_____	_____	_____
Math skills	_____	_____	_____	_____	_____
Writing skills	_____	_____	_____	_____	_____
Speaking skills	_____	_____	_____	_____	_____
Research skills	_____	_____	_____	_____	_____
Logic skills	_____	_____	_____	_____	_____

In comparison to similar institutions, PVCC rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Occupational education/training	_____	_____	_____	_____	_____
General education	_____	_____	_____	_____	_____

Do you participate in PVCC's cooperative education program? _____

If not, are you interested in learning more about the program? _____

Please use the reverse side of this page to make any written comments you think will be helpful to PVCC in evaluating the success of its academic programs and graduates. Thank you for your cooperation.

ERIC Clearinghouse for Junior Colleges

APR 10 1992

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